

MOSQUITO invasion at AXA Assistance UK...

With MOSQUITO (Measure Of Services Quality and Improvement Tool), AXA Assistance UK is taking a new step forward in ensuring a great customer journey.

Launched in March 2009 for the team dealing with travel claims and travel calls, our aim is to implement MOSQUITO in all operations departments at AXA Assistance UK and Ireland. This quality assessment tool focuses on three key aspects of a call or a claim:

- **Customer journey** – was it a good conversation?
- **Expert friend** – have we technically resolved the customer's claim?
- **Soft skills** – how the conversation worked for the customer on an emotional level?

MOSQUITO is a big step forward for AXA Assistance UK. For Beth Buckland, General Manager of the Health and Travel SBU (Strategic Business Unit), the implementation of this strict assessment tool is an investment that is mandatory if AXA Assistance wants to make a real difference in the market. She said: **"If we want to deliver the best journey to our customer, we definitely have to commit to providing our agents with an honest understanding of how they are currently doing and, most important, to giving them clear indications on how to improve."**

Each aspect is broken down into a list of questions answered by "yes", "no" or "not applicable". Dedicated assessors listen to one call from every agent on a weekly basis and measure his / her capabilities in dealing with the customer's request. These results are then measured against best practice at expert level, meaning that everyone is striving to improve their individual skills. **Every call is then analysed by the assessor and the agent together and they discuss how the service delivered can be enhanced.**

So far the agents' reaction is very positive. From their point of view, it is a great opportunity to receive detailed feedback on their performance. Also, as Nick Maites, Learning and Development Manager, said: "It will also enable the Learning & Development team, along with the managers, to have more data on individual and team performance and react quicker to training needs."

-Ends-

Notes to Editors:

May we ask you not to abbreviate 'AXA Assistance' and to publish 'AXA' in upper case.

About AXA Assistance UK Ltd

In the UK, AXA Assistance has offered a wide range of assistance services since 1976 for a variety of international and national organisations such as insurance brokers, health and pharmaceutical entities, motor manufacturers, insurance companies, bank companies, etc. Its 24/7/365 services centres are operated from 2 offices – one in the UK and one in the Ireland - by more than 450 coordinators entirely dedicated to deliver high quality services to customers. AXA Assistance aims to develop flexible and tailor made solutions to better suit customers' needs and moreover can help retain customer loyalty. For more information on AXA Assistance UK Ltd please visit: www.axa-assistance.co.uk

AXA Assistance UK is authorised and regulated by the Financial Services Authority, firm number 439069.

AXA Assistance is headquartered in Paris, France and is a wholly owned subsidiary of AXA, one of the world's largest insurance groups. AXA Assistance, founded in 1959 was one of the first assistance companies to open its doors. For more information on AXA Assistance please visit: www.axa-assistance.com